

New Media Toolkit

Version 1.1 (August 2011)

MINISTRY OF EDUCATION

Corporate Communications Division

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1. Introduction

This Social Media Toolkit offers introductory and useful tips on using current popular social media platforms and also offers guidelines to observe in using this fast evolving medium that is changing the world around us in an unprecedented way.

If you have always wondered how you could be leveraging social media on behalf of your school, division, or for a project or event, the tools and resources in this document are intended to help you create and maintain a social media presence.

What is social media?

Social media refers to online tools and services that allow any Internet user to create and publish content, almost instantaneously and often with low barriers to entry. The “social” in social media refers to Internet users finding others with similar interests and interacting with one another as part of larger or multiple online communities, sharing information and knowledge, offering support and networking opportunities.

Today, social media services includes blogs, micro-blogs (e.g. Twitter), social networking sites (e.g. Facebook), video and photo-sharing sites (e.g. YouTube and Flickr).

The following section will first provide guidelines to observe in using social media, to address issues of personal and professional conduct, intellectual property rights and the general use of social media.

As the social media phenomenon is constantly evolving and presents both opportunities and pitfalls, the content of this Social Media Toolkit will be periodically reviewed to maintain its relevance.

2. Social Media Engagement Guidelines

The following are ten guidelines to observe in using social media. For brevity and ease of reading, these guidelines are kept simple while covering the key areas of concern encountered in using social media.

1. If it's online, it's public

It is important to know that once information is published online, it is considered public and is often not retractable. Always be mindful that the Internet is largely a public domain that allows rapid transmission of information and is unrestricted by geographical boundaries.

"Civil servants may create or participate in a blog or other types of online publishing or discussion to share their personal experiences, hobbies, etc if they do so in their personal capacity, responsibly and in their own time. However, they should be mindful that the Internet is another public forum and they will be personally responsible for what they write." – (PMO (PSD) Circular Minute No 11/2005)

2. Online behaviour as reflection of professional behaviour

Bear in mind the Government Instruction Manuals for public officers relating to professional conduct. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you would use in face-to-face interactions.

3. Understand your personal responsibility

Your online conduct will influence how others view the teaching fraternity. Be self-aware and think about what you write and the feelings of those you write about. Handling of criticisms and negative feedback should be done tactfully, politely and professionally. Avoid offensive discussions or topics that are off-tangent.

4. Separate personal and professional views

Avoid expressing your views relating to your work or profession and not run the risk of bringing disrepute to yourself or your profession. For personal use of social media tools, you could include disclaimers to indicate that the views and opinions expressed are yours and do not reflect on MOE or your school.

5. Raise it on internal channels

There are internal channels of communication, such as [My Forum](#), where teachers can raise or discuss issues within the organisation to voice feedback or concerns. There is also the 'Ask Senior Management' page where teachers can send their views and suggestions on policies directly to Senior Management. Teachers can also give feedback through surveys or focus group discussions periodically conducted by MOE. For clarification on matters pertaining to school or personnel matters, teachers can approach school leaders and MOE staff can contact the various departments of the Ministry, via contact details available on the Intranet.

6. The right tool for the right purpose

Always consider your intentions and objectives in your approach towards social media, and use the 'right' tools for their intended purposes.

7. Respect use of confidential information

Use good ethical judgment and follow policies and requirements when dealing with confidential or proprietary information about MOE, your schools, fellow colleagues and students.

8. Be mindful of content posted

Steer clear from contentious areas regarding religion, politics, security and other contentious topics. Be mindful also that just like any other citizen, you are bound by the laws governing this country.

9. Respect fair use guidelines

Copyright and fair use guidelines should be adhered to. Give credit where it is due and be sure not to plagiarise.

10. Be constructive

Share ideas that you come across and seek to be constructive. Due to its nature, new media is an ever-evolving technology. Hence, keep yourselves updated on the latest developments by collaborating in discussions and tapping on the expertise of fellow colleagues.

3. Toolkit on Popular Social Media Platforms

The following sections provide an overview of the popular social media platforms and how to use them.

a) Facebook

- A social networking site that connects people, allowing users to interact with one another and to share updates as well as content such as links, photos and videos.
- More than 500 million active users globally
- #1 social network in most countries, including Singapore
- Facebook can be used for a wide range of communications with students, parents and the general public including corporate communications, public education, publicity and marketing and crisis communications.

Facebook is not only a channel for communication but also a platform to **build relationships** with your intended audience, be it students, parents or the general public.

However, Facebook should not be considered in isolation, but together with other communications strategies and tools, both online and offline. In deciding when it is appropriate to use Facebook, it is useful to also consider the nature and sensitivity of the issue, and who is your target audience.

Do not simply replicate information from your website onto Facebook: Avoid lengthy entries. A short brief can be provided on Facebook with a link pointing to the website for the complete set of information.

Make your status updates human instead of overly formal or official: People are reading your updates interspersed with updates from family and friends. You may alienate people with officious or uninteresting updates.

Give people a reason to visit your page: Post photos and videos that are exclusive to your Facebook page and encourage conversation by asking questions.

Assign relevant staff to take charge of your Facebook page and draw specific guidelines, on what they can or cannot do on Facebook.

Moderating posts: You can disable posting on your Facebook wall, but this may turn off users. If you allow posts, you need a strategy to manage spam and abusive posts. It is best to state upfront your moderation policy and terms of use.

Adhere to the Terms of Use: It is against Facebook's Terms of Use for users to be under the age of 13. Hence, teachers should not be engaging primary school pupils on this platform. There are other education social networking platforms such as Edmodo (<http://www.edmodo.com>) that is set up in a more secure environment that teachers can use. Primary schools could consider using Facebook as a stakeholder engagement channel with parents and alumni instead of pupils. Facebook would be a convenient way for parents and alumni to communicate with the school and stay updated on the school's activities.

Publicising your Facebook page

1. Add a link or a Facebook icon on the homepage of your websites.
2. [Add a Facebook badge](#) to your sites, blogs and social networks.
3. [Facebook Fan Box](#) is a widget that Page users can embed on their sites which allow users to click on it and automatically become a fan. The Fan Box is intended for attracting more fans.

Facebook at a Glance

Why use Facebook	Disadvantages of Facebook	Useful Features
<ul style="list-style-type: none">• Critical mass – large reach• Loyal users with frequent logins• Allows integration with other web 2.0 platforms• Helps drive traffic to existing websites	<ul style="list-style-type: none">• Updates might get buried in people's news feed (especially those with a lot of friends)• Short attention span of netizens – need to constantly update page with new content• Unable to control what fans post on your page	<ul style="list-style-type: none">• User-names/vanity URLs• Events webpages• 3rd party applications• Targeted advertising• Uploading of photos & videos via email & mobile

b) Twitter

- A micro-blogging service that allows its users to send and read messages known as tweets, of no more than 140 characters.
- People use Twitter to share and view links, pictures, videos, opinions, news, professional information, personal status updates and more.

- Twitter users can select specific Twitter accounts to “follow”, and the published tweets from a Twitter account will be sent to all the Followers of that account.
- As Twitter is a rich source of real-time social information, it is increasingly becoming the place where news breaks and minute-by-minute updates are given, especially for crises and ongoing events.
- Twitter has tremendous global reach that is expected to continue growing over the next few years. In Singapore, Twitter has also experienced rapid growth and the number of Twitter users here stands close to 1 million in April 2010.

Posting Content on Twitter

It is up to you how best to make use of Twitter and how frequently to publish tweets. Here are some general tips for posting content on Twitter.

Use Twitter to Drive Traffic to Key, New Content

- Twitter can be used to alert users of new content posted on your school, division or event website or other platforms (such as a new press release). The tweet can include a short URL to help drive traffic to the new content.

Leverage on Twitter during Crises and Live Events

- Twitter is particularly useful in crisis situations to provide periodic key updates to assure the public, especially those who are looking for the latest official information, with links to more details on websites.
- Similarly, Twitter can be used to provide ‘live coverage’ of an event, particularly events where the Twitter communities are expected to tweet about. By adding official tweets, and using ‘hashtags’ that are used by the community, it provides an additional channel for key points and additional official information to be viewable by the Twitter community.

Share Useful Third-party Information

- You may also consider using Twitter to share or draw attention to useful third party content, such as a news article or survey results. However, this should be done with discretion, as it may be interpreted as implied approval or endorsement of the third party source.

Aim for an Optimal Frequency of Tweets

- The recommended frequency is between 2 to 10 posts a day (excluding replies), with an interval of 30 minutes or more between tweets. However, this is really up to your discretion. If there is nothing to tweet about, one should not simply tweet for the sake of doing so.

Timeliness of Posts

- Ensure that your message content is current and timely, as the common practice and expectation of the Twitter community is that tweets are about current events. If you post old news or outdated information, it will affect the reputation of your Twitter channel.

Twitter at a Glance

What Twitter can be used for

- Connect with target audience
- Push out information to target audience
- Crisis Communications
- Live coverage of events
- Feedback channel

Disadvantages of Twitter

- 140 characters – limits the intended message
- Updates get buried in people's news feed (especially if they are following a lot of people)
- Needs constant updates or followers will lose interest

Using Twitter Effectively

- Use hashtags (#) appropriately
- Manage the frequency of tweets
- Ensure information tweeted is timely and relevant
- Use short URLs to link to relevant information and videos/photos.

Other Twitter features

- Lists – allows the user to organise followers into lists. The list can be shared with other users
- Bit.ly – URL shortening service to reduce length of hyperlinks

c) YouTube

- An online video sharing website that streams videos to the computers and mobile phones of billions worldwide.
- Third most popular online content site among Singaporean Internet users, and was once the second largest search engine in the world.

You will need to register for an account if you wish to upload videos to YouTube. Do note that the registered account name will also be the unique web address (URL) of your YouTube “channel” on YouTube. All your videos will be consolidated and viewable at your channel, though they can also be viewed on their own individual video pages without accessing your channel.

It is also advisable to connect your official website and official YouTube account together via two-way hyperlinks, which helps to provide authentication.

How do I ensure views for my video? Here are some general tips:

- The video should be short, ideally under 5 minutes;
- It should be interesting enough to grab and retain attention (creative, original, humorous, unusual, novel, aesthetically pleasing, hip, emotionally moving, resonates with viewers, etc).
- Sometimes, having a human face speaking directly to the viewer via the video can also help to make a video appealing.
- Make your videos easy to find by using appropriate keywords for the title and description
- Leverage on other publicity channels to promote and link to your video and/or your YouTube channel. These could include offline channels such as press releases and collaterals, as well as online channels such as email blasts or tweets.

YouTube at a Glance

Why use YouTube	Disadvantages of YouTube	Key Features
<ul style="list-style-type: none">• Critical Mass• Free to use; free hosting• High traffic and loyal users• Allows sharing with other Web 2.0 platforms, e.g. Facebook, Blogs, Twitter• Easy embedding of YouTube videos on other platforms• Publicity of events• Outreach• Crisis Communications	<ul style="list-style-type: none">• Creating content for YouTube requires resources• Short attention span of netizens, hence, video has to be short and engaging – challenge of conveying key messages in a short video	<ul style="list-style-type: none">• User names/vanity URLs• Uploading of videos via mobile• Direct recording of video from webcam

4. Best Practices for Social Media Engagement

Before you jump on the social media bandwagon, there are some issues that you might want to consider.

a) **Expectation of quick responses** - Given the viral speed of information dissemination in social media, you would have to respond quickly to postings and brewing issues. This requires constant monitoring and officers handling the social media accounts should be empowered to post updates and replies.

b) **Content** - Relevant and updated content is what will keep the public coming back. The new media platforms should be frequently updated with content that will engage the audience.

c) **Two-way communication** - A two-way interaction and engagement is vital on social media platforms as it is the key differentiating feature between social media platforms and traditional communication channels.

d) **Complementing and integrating with other channels** - New media channels should complement other communication channels and should serve to fulfill the overall communication objectives.

Hence, it is important to think about these questions:

- I. Who are you trying to engage and what do you know about how/if they use new media?
- II. What would you like to accomplish?
- III. What is your message?
- IV. What tools best support your objectives and match your intended audience's needs?

If you simply want to promote an event or send out news about your school or project, an eNewsletter might work better. Going on Facebook, Twitter and blogs require resources, time, and a desire to engage with others. You may leverage on MOE's existing new media platforms where possible.

If in doubt, please approach the Corporate Communications Division for consultation, ideas and tips in using social media.

Here are some general tips on how you can utilise social media for communications with your intended audience, be it students, parents or the public in general. As new media is complex and multi-faceted, these guidelines should be applied flexibly:

1. **Identify key communication objectives** and start with clear objectives. Social media's characteristics make it suitable for certain objectives, such as seeking feedback, forming an online community, or for crisis communications. Consider how new media would support your other online and offline activities. There is also a need to ensure consistency of messages across online and offline channels.
2. **Identify key target audiences** (e.g. students, parents) and understand their media consumption habits. This will help you decide which platforms to use.
3. **Select appropriate social media platforms.** Once you know your audience, objective and strategy, you can decide what tools would work best in the context of your school's/division's resources. Determine which platforms are more suited for your intended message. For example, Twitter is useful for quick updates while YouTube is good for rich multimedia content. It is not just about using the latest new media technologies but about identifying the right platforms for the right purpose and more importantly, seeing the efforts through.
4. **Connect all your online sites and initiatives together.** It is useful to link all your websites and social media channels with one another. First, it would make your online content more accessible, create multiple entry-points, and extend the span of time during which your target audience stays engaged. Links from official sites to your social media accounts/presence will help to "authenticate" the latter.

5. **Content is King.** Develop good content practices.
 - Adapt and package content to make it suitable for social media. A long speech is unlikely to attract much attention on YouTube, while the same content presented with short clips, in an interesting manner may result in more views.
 - Use rich, multimedia content. Supplement text with audio, video and images.
 - Update Regularly. Your followers will visit only as frequently as your updates. It helps if your content is timely (e.g. in response to events that occur). Plan resources ahead of time, to ensure sufficient manpower to carry out updates.
 - Write well and clearly. Online slang and other forms of colloquialism may be acceptable, but there is no substitute for good English.
6. **Communicate with your visitors.** A key element of social media is effective communication with your visitors and stakeholders
 - Be contactable and reachable. Similar to websites, a good practice is to provide email contacts so that your visitors can reach you if they have any queries, feedback or concerns.
 - Consider allowing comments and moderate fairly. Allowing comments is a key element of social media, whether for a blog post, YouTube video or Facebook page; it helps to enhance visitors' sense of participation and involvement in your online content. Depending on the platform, it may be possible to pre-moderate or post-moderate comments; whichever option is taken, it is best to maintain a fair and transparent moderation policy.
 - Humanise communication. Social media communication is more effective when it is informal and conversational in style and tone. It is also generally better to write in the active, first person voice. Having a real, known person to connect to and interact with is a plus point and attracts people back to your sites. Having a real person upfront instead of an official facade would also help to establish more credibility

5. Website Guidelines

In web publishing, both good practices in **WEB CONTENT** and in **WEB DESIGN** should be observed.

Good Practices in Web Content

Whatever should be online, should be available online

- 1) As far as possible, web pages should offer online the range of services that are available in the physical world.

Organisation

- 2) Organise the contents of web pages from your audience's/customer's point of view.

Links

- 3) Web pages should have descriptive links to allow for easy navigation. Multi-page documents should have sequential hyperlinks to guide users through the sequence of content.
- 4) Links to other relevant web sites, should be displayed with appropriate disclaimers. Web page owners should regularly check to ensure that links are still current and relevant.

iGov Content Best Practices & Guidelines Toolkit (Developed by IDA and MICA)

- 5) You may use the [iGov Content Best Practices & Guidelines toolkit](#) to improve your content and processes.

Good Practices in Web Design

Loading time of web pages

- 6) Minimise the size of webpages that are to be downloaded. Websites that are slow to load put off visitors. Generally, a web page should be fully loaded by **less than 7 seconds** on a browser accessing the Internet using a 56 kps modem.
- 7) Some ways of minimising loading time include:
 - Minimising the sizes of pages and images wherever possible, by having fewer or lower-resolution images;
 - Using as little script as possible;
 - Avoiding the use of time-consuming multimedia tools that do not serve to enhance the clarity of the content;
 - Allowing web pages to be loaded without images; i.e. displaying only text

Browser testing

- 8) Design web pages that are viewable by as many versions and types of web browsers as possible, especially for Internet websites, bearing in mind that not all audiences employ the latest Web technologies. It would be good to test your site with a representative selection of browsers to see if there are any problems.

Page Layout

- 9) Web page designs should be simple, clear and above all user-friendly. Designs should remain consistent with communication objectives and target audiences.
- 10) Colour schemes should not jar or clash. Always prioritise important information so that users are able to obtain a quick summary of the overall structure of the website in as efficient a manner as possible.

11) Web pages should be no longer than 2-3 screens to prevent excessive scrolling. If your content is longer than 2-3 screens and cannot be broken into sequentially linked web pages, consider allowing users to download the information as a document; e.g. Adobe's Acrobat Reader PDF. Alternatively, use a Table of Contents or bookmark headings to make for easier reading.

Font

12) Font type and size should be readable to a majority of users. Text highlighting (italics, bold, underline) should be used sparingly. Never use it to mark an entire paragraph. Use bold instead of italics for emphasis, as it is more reader-friendly.

Frames

13) Use frames sparingly and only if appropriate and necessary. Some users are confused or plain annoyed by frames. Hence, take care to ensure that users with non-frames-capable browsers are still able to navigate through and view your content.

Tables

14) It is best to avoid using tables for layout where possible, because their rendering may not be the same in different browsers, or even in the same browser on different platforms. This may make the page difficult to read. Tables often lead to slower page download because most browsers need to read the entire table before rendering it.

Use of Graphics

15) As graphics cause pages to load slower, decide which graphics to be included are critical to the content rather than decorative. One way to tell the difference is to remove the image from your document. If your text makes no sense without the image, then the image is critical. It is also useful to accompany the image with a caption of some descriptive text, or place the latter in a separate file but linked to the image.

Animation

16) Animation can sometimes provide useful information, but more often than not serves a decorative function. Use animation only if appropriate and necessary, as they annoy many users, are not easily deactivated in some browsers, and tend to be much larger in size than single images.

17) When using animations, ensure that the first and last frames of the image (the ones most often displayed by browsers not supporting animated images) are ones that can give useful stand-alone meaning.

Naming Conventions of Directories and Files

18) All directory and file names should be in lowercase. Choose names that best describe the website's function, purpose or activity.

6. MOE's Social Media Engagement

How is MOE Using Social Media?

MOE uses social media to extend our reach to stakeholders. Social media serve as complementary platforms to traditional media for MOE to communicate key messages to our target audiences. .

Through the use of social media, we aim to engage our target audiences and also obtain feedback from students, parents and the general public on what education issues are of concern to them.

We want to encourage the growth of online communities that support our policies and programmes, and that can self-help and self-moderate. .

The primary tools MOE is currently using are **Facebook**, **Twitter** and **YouTube**.

[Schoolbag.sg](#)

Schoolbag.sg is MOE's online newsletter which features the latest education news, information for parents and features from schools and teachers. Schoolbag's school-based stories highlight interesting programmes and activities from various schools. Schoolbag also features topical education issues and major events organised by MOE.

Schools and Divisions are welcome to contact the Schoolbag editorial team at CCD should they have a story they want to share on Schoolbag.

[Ministry of Education Facebook Page](#)

The Ministry of Education, Singapore Facebook page is the hub page for MOE's social media presence. The Facebook page is used to publicise:

- Selected key press releases
- Important announcements
- MOE events (e.g. Parents Seminar, Recruitment Talks)
- Multimedia content (e.g. photos and videos of events, thematic videos)
- Notes from senior management
- Stories from Schoolbag

Divisions can consider leveraging this main account (through the Corporate Communications Division) to communicate announcements or messages that they have for the general public.

[Ministry of Education Twitter Feed](#)

The Ministry of Education Twitter feed was set up to connect with the netizens on this channel. Most of the content posted are syndicated from our Facebook updates.

By using Twitter, there is the potential to push out updates quickly as a way to inform netizens of announcements or new developments. This could apply to MOE events and would be particularly useful in the event of a crisis.

Ministry of Education YouTube Channel

The Ministry of Education's YouTube channel features short thematic videos to showcase certain programmes and initiatives in schools such as the [First Week of Primary 1 video](#) and the Total Defence Day video. The channel is also updated with MOE's recruitment ads and video clips on key announcements such as the Education Minister's 2011 Committee of Supply speech.

For enquiries on this Social Media Toolkit or new media matters, please contact the following CCD staff:

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ANNEX

New Media Engagement in Schools

1. Teck Whye Secondary School on Facebook

Teck Whye Secondary School has been successful in using Facebook to engage with its stakeholders, particularly, students and parents.

- With students and alumni: Facebook page “TWSS Principal’s Desk” personally managed by the Principal. (<http://www.facebook.com/pages/TWSS-Principals-Desk/431813860388>)
- With parents: Facebook “TWSS Parents Connect” managed jointly by school and PSG. (<http://www.facebook.com/groups/116346381735241/>)
- The Facebook pages are integrated with the school website and the school’s Youtube channel, e.g. resources and announcements are put up on the school website, and links to these pages are posted on Facebook.

TWSS Principal’s Desk

This page is administered by the principal, Mr Ong Kong Hong, who personally updates the page and engages with the students. The aim of the page is for him to have a 2-way communication with his students and alumni as well as for them to engage with one another.

The Facebook page is used to provide updates, generate publicity, or explain the rationale and thinking for school programmes and activities. Motivational messages and videos are also shared here. The page is also a channel for eliciting or receiving feedback. Fans, comprising mainly former and present students, are allowed to post comments on the Facebook wall and start discussions on the discussion board.

Managing comments

Mr Ong adopts a light touch approach in managing the Facebook. He established a simple ground rule that comments with vulgarities and/or personal attacks would be removed. However, most of the comments on the page are self-moderated by the community.

Simple queries posted on the page would be answered by Mr Ong or other fans of the page. For critical and complex queries, fans are urged to email or see him instead.

Some teachers log in to follow the discussions online but mostly do not participate. However, relevant comments or feedback surfaced on the page would be forwarded to them for their information.

Facebook Group for Parents

The school also set up a Facebook group for parents managed by teacher advisers and parent volunteers from the Parent Support Group. The group is a channel to gather input and feedback from parents and encourage discussion and communication among

parents. Parents share photos and videos of school events and Mr Ong also shares his personal thoughts, plans and experiences with members of the group.

2. Other Examples of Schools Using Social Media

❖ Primary Schools

Cedar Primary School

- The school affirms teachers who are ready to use new media to engage parents at the class or subject level. Some Form Teachers have set up blogs to update parents on school programmes and class happenings. These blogs have forum facilities.

CHIJ Our Lady Queen of Peace

- Uses Facebook to keep in contact with Junior Alumni members. Every graduating batch will have a person in-charge who will reach out to their cohort via Facebook and keep in contact with the teacher in-charge of Alumni.

Gongshang Primary School

- Uses Facebook to upload photos during overseas trips to keep parents informed about the well-being of their children.
- <http://www.facebook.com/profile.php?id=100002416424879>

Rulang Primary School

- Uses YouTube to engage students, parents and other stakeholders by posting video clips of school events and activities and students' video productions. The YouTube channel also serves as a teaching and reflective tool for students.
- <http://www.youtube.com/user/rulangpri>

❖ Secondary Schools

CHIJ Katong Convent

- Upload latest videos of school events on YouTube to keep internal and external stakeholders updated.
- <http://www.youtube.com/user/CHIJKatongConventSG>

Swiss Cottage Secondary

- The school's Infocomm Club students set up and maintain the Swiss Official Facebook page and the Swiss Principal's Desk Facebook page. The students scan the posts and
 - (i) help to encourage strategic student groups (e.g. CCA Council) to post about their groups; and
 - (ii) sieve out any inappropriate posts and comments by students and members of public.

- <http://www.facebook.com/scssnetwork>
- <http://www.facebook.com/pages/SCSS-Principals-Desk/210003785702897>

Ngee Ann Secondary School

- A Facebook page consisting of students, alumni and parents. The page is updated frequently based on new happenings in the school. Photos and videos of school events are also shared via the page.
- <http://www.facebook.com/ngeeannsec>